

# ORDER



Orders	Order / Rev:	714001	
	Alt Order #:	06316848	
	Product Desc:	OBAMA FOR AMERICA	
	Estimate:	1781	
	Flight Dates:	09/18/12 - 10/01/12	Primary AE:
	Original Date / Rev:	09/17/12 / 09/17/12	Sales Office:
	Order Type:	Political	Sales Region:
Agency	Name:	Greer Margolis Mitchell/ Pol	
	Buying Contact:		
	Billing Contact:		
		3050 K St NW	Billing Type:
		Washington, DC 20007	Broadcast
			Billing Calendar:
			WEEKLY
			Billing Cycle:
			Agency Commission:
			15%
Advertiser	Name:	Obama/D/President	
	Demographic:	A35+	
	Product Codes:	PL-Presidential,Political,PL-Federal	
	Priority:	P-2	
	Revenue Codes:	AGY, GEN, POL	

Bill Plan					Totals				
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
09/17/12	09/23/12	59	\$44,650.00	\$37,952.50	September 2012	122	\$102,200.00	\$86,870.00	0.00
09/24/12	09/30/12	63	\$57,550.00	\$48,917.50	October 2012	6	\$10,350.00	\$8,797.50	0.00
10/01/12	10/07/12	6	\$10,350.00	\$8,797.50	Totals	128	\$112,550.00	\$95,667.50	0.00

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Order Share	Share	Total
WKYC	32%	\$112,550.00
Market	100%	\$351,718.75

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBNX	0%	\$0.00
WEWS	21%	\$73,860.94
WJW	30%	\$105,515.62
WOIO	15%	\$52,757.81
WUAB	2%	\$7,034.38

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKYC	09/18/12	09/28/12	Days of Our Lives Days of Our Lives	CM	1p-2p	- TWTF--	:30	4	\$375.00	P-3	0.00	NM	8	\$3,000.00
<b>DAYS OF OUR LIVES</b>															
		Start Date	End Date	Weekdays		Spots/Week				Rate		Rating			
Week: 09/17/12	09/23/12	- TWTF--				4	\$375.00			0.00					
Week: 09/24/12	09/30/12	- TWTF--				4	\$375.00			0.00					
E 2	WKYC	09/18/12	09/28/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	- TWTF--	:30	4	\$150.00	P-3	0.00	NM	5	\$950.00
<b>GOOD COMPANY</b>															
		Start Date	End Date	Weekdays		Spots/Week				Rate		Rating			
Week: 09/17/12	09/23/12	- T-----				1	\$150.00			0.00					
Week: 09/24/12	09/30/12	- TWTF--				4	\$200.00			0.00					

Order / Rev: 714001  
Alt Order #: 06316848  
Flight Dates: 09/18/12 - 10/01/12

Advertiser: Obama/D/President  
Product Desc: OBAMA FOR AMERICA WKYC  
Estimate: 1781

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount	
E 3	WKYC	09/18/12	09/28/12	Tonight Show Tonight Show	CM	1135p-1237a	-TWTF--	:30	2	\$800.00	P-3	0.00	NM	4	\$3,200.00
<b>TONIGHT SHOW</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	09/17/12	09/23/12	-TWTF--			2	\$800.00			0.00					
Week:	09/24/12	09/30/12	-TWTF--			2	\$800.00			0.00					
E 4	WKYC	09/18/12	09/18/12	M-F 10-11a M-F 10-11a	CM	10a-11a	-T-----	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
<b>TODAY SHOW 3</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	09/17/12	09/23/12	-T-----			1	\$200.00			0.00					
E 5	WKYC	09/18/12	09/28/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	-TWTF--	:30	3	\$200.00	P-3	0.00	NM	6	\$1,200.00
<b>MIDDAY NEWS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	09/17/12	09/23/12	-TWTF--			3	\$200.00			0.00					
Week:	09/24/12	09/30/12	-TWTF--			3	\$200.00			0.00					
E 6	WKYC	09/18/12	09/28/12	M-F 2-3p Rachel Ray	CM	2-3p	-TWTF--	:30	4	\$300.00	P-3	0.00	NM	8	\$2,400.00
<b>RACHAEL RAY</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	09/17/12	09/23/12	-TWTF--			4	\$300.00			0.00					
Week:	09/24/12	09/30/12	-TWTF--			4	\$300.00			0.00					
E 7	WKYC	09/18/12	09/28/12	M-F 3-4p The Doctors	CM	3p-4p	-TWTF--	:30	4	\$350.00	P-3	0.00	NM	8	\$2,800.00
<b>THE DOCTORS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	09/17/12	09/23/12	-TWTF--			4	\$350.00			0.00					
Week:	09/24/12	09/30/12	-TWTF--			4	\$350.00			0.00					
E 8	WKYC	09/18/12	09/28/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	-TWTF--	:30	4	\$450.00	P-3	0.00	NM	7	\$3,150.00
<b>COMMENTS APPLY TO SUB LINES A THRU B</b>															
<b>ELLEN</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	09/17/12	09/23/12	-TWTF--			4	\$450.00			0.00					
Week:	09/24/12	09/30/12	-TWTF--			3	\$450.00			0.00					
E 9	WKYC	09/18/12	09/28/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	-TWTF--	:30	2	\$350.00	P-3	0.00	NM	4	\$1,400.00
<b>NEWS AT SUNRISE</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	09/17/12	09/23/12	-TWTF--			2	\$350.00			0.00					
Week:	09/24/12	09/30/12	-TWTF--			2	\$350.00			0.00					
E 10	WKYC	09/18/12	09/28/12	M-F 5-6p Dr. Phil	CM	5p-6p	-TWTF--	:30	4	\$1,000.00	P-2	0.00	NM	7	\$7,000.00
<b>COMMENTS APPLY TO SUB LINES A THRU B</b>															
<b>DR. PHIL</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	09/17/12	09/23/12	-TWTF--			4	\$1,000.00			0.00					
Week:	09/24/12	09/30/12	-TWTF--			3	\$1,000.00			0.00					
E 11	WKYC	09/18/12	09/28/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	-TWTF--	:30	1	\$1,800.00	P-3	0.00	NM	2	\$3,600.00
<b>CH 3 NEWS AT 6</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	09/17/12	09/23/12	-TWTF--			1	\$1,800.00			0.00					
Week:	09/24/12	09/30/12	-TWTF--			1	\$1,800.00			0.00					
E 12	WKYC	09/18/12	09/28/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	-TWTF--	:30	2	\$800.00	P-3	0.00	NM	4	\$3,200.00
<b>CHANNEL 3 NEWS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	09/17/12	09/23/12	-TWTF--			2	\$800.00			0.00					
Week:	09/24/12	09/30/12	-TWTF--			2	\$800.00			0.00					
E 13	WKYC	09/18/12	09/28/12		CM	7-730p	-TWTF--	:30	1	\$1,800.00	P-3	0.00	NM	2	\$3,600.00

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<b>THE VOICE</b>																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
Week:	09/17/12	09/23/12	-T-----			1	\$4,000.00	0.00									
Week:	09/24/12	09/30/12	-T-----			1	\$4,000.00	0.00									
E 24	WKYC	09/24/12	10/01/12	M-F 4-5p		CM	4p-5p		M-----	:30	1	\$450.00	P-3	0.00	NM	2	\$900.00
<b>ELLEN</b>																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
Week:	09/24/12	09/30/12	M-----			1	\$450.00	0.00									
Week:	10/01/12	10/07/12	M-----			1	\$450.00	0.00									
E 25	WKYC	09/24/12	10/01/12	M-F 5-6p		CM	5p-6p		M-----	:30	1	\$1,000.00	P-2	0.00	NM	2	\$2,000.00
<b>NEWS AT SUNRISE</b>																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
Week:	09/24/12	09/30/12	M-----			1	\$1,000.00	0.00									
Week:	10/01/12	10/07/12	M-----			1	\$1,000.00	0.00									
E 26	WKYC	09/24/12	10/01/12	M-F 7-9a Today		CM	7a-9a		M-----	:30	1	\$800.00	P-3	0.00	NM	2	\$1,600.00
<b>TODAY SHOW</b>																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
Week:	09/24/12	09/30/12	M-----			1	\$800.00	0.00									
Week:	10/01/12	10/07/12	M-----			1	\$800.00	0.00									
E 27	WKYC	09/24/12	10/01/12	M-F 730-8p		CM	730-8p		M-----	:30	1	\$1,200.00	P-3	0.00	NM	2	\$2,400.00
<b>ENTERTAINMENT TONIGHT</b>																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
Week:	09/24/12	09/30/12	M-----			1	\$1,200.00	0.00									
Week:	10/01/12	10/07/12	M-----			1	\$1,200.00	0.00									
E 28	WKYC	09/24/12	10/01/12	M-F 9-10a Today II		CM	9a-10a		M-----	:30	1	\$400.00	P-3	0.00	NM	2	\$800.00
<b>TODAY SHOW II</b>																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
Week:	09/24/12	09/30/12	M-----			1	\$400.00	0.00									
Week:	10/01/12	10/07/12	M-----			1	\$400.00	0.00									
N 29	WKYC	09/19/12	09/21/12	M-F 11a-1230p		CM	11a-1230p		--WTF--	:30	3	\$200.00	P-3	0.00	NM	3	\$600.00
<b>GOOD COMPANY</b>																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
Week:	09/17/12	09/23/12	--WTF--			3	\$200.00	0.00									
N 30	WKYC	09/19/12	09/28/12	M-F 10-11a		CM	10a-11a		-TWTF--	:30	1	\$150.00	P-3	0.00	NM	5	\$750.00
<b>TODAY SHOW 3</b>																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
Week:	09/17/12	09/23/12	--WTF--			2	\$150.00	0.00									
Week:	09/24/12	09/30/12	-T-----			3	\$150.00	0.00									

Totals 128 \$112,550.00